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J1017 U.S. PTO  
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October 23, 2001

Attorney Docket No.: 10984-600001

**Box Patent Application**  
Commissioner for Patents  
Washington, DC 20231

J1017 U.S. PTO  
10/002470  
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Presented for filing is a new original patent application of:

Applicant: ALDEN DOROSARIO and DOUG BEEFERMAN

Title: NETWORK WIDE AD TARGETING

Enclosed are the following papers, including those required to receive a filing date under 37 CFR §1.53(b):

	<u>Pages</u>
Specification	22
Claims	15
Abstract	1
Declaration	[To be Filed at a Later Date]
Drawing(s)	5

Enclosures:  
— Postcard.

Basic filing fee	\$740
Total claims in excess of 20 times \$18	\$864
Independent claims in excess of 3 times \$84	\$420
Fee for multiple dependent claims	\$0
Total filing fee:	\$2024

CERTIFICATE OF MAILING BY EXPRESS MAIL

Express Mail Label No. EL 485673451US

I hereby certify under 37 CFR §1 10 that this correspondence is being deposited with the United States Postal Service as Express Mail Post Office to Addressee with sufficient postage on the date indicated below and is addressed to the Commissioner for Patents, Washington, D.C. 20231.

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Signature *Leroy Jenkins*

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Page 2

A check for the filing fee is enclosed. Please apply any other required fees or any credits to deposit account 06-1050, referencing the attorney docket number shown above.

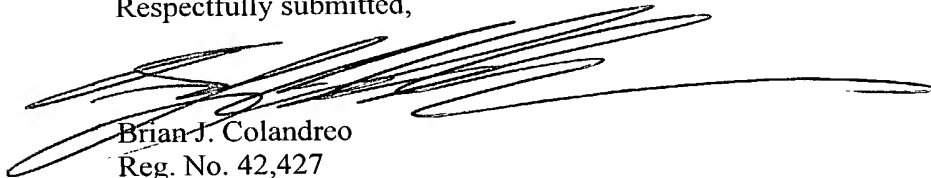
If this application is found to be incomplete, or if a telephone conference would otherwise be helpful, please call the undersigned at (617) 542-5070.

Kindly acknowledge receipt of this application by returning the enclosed postcard.

Please send all correspondence to:

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Respectfully submitted,



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